



Ford Executive Chairman Bill Ford to Reveal New Mustang at ‘Go Further’ Event on Dec. 5 in Barcelona

- Ford Motor Company Executive Chairman Bill Ford will reveal the new Ford Mustang at a special “Go Further” event in Barcelona on Dec. 5
- Ford of Europe also will reveal other new vehicles and technologies for Europe to an audience of dealers, employees and media at the Forum and CCIB arena
- The European event is part the global reveal of the new Mustang on Dec. 5. The iconic car will make its debut across four continents and six cities – Dearborn, Mich.; New York; Los Angeles; Barcelona; Shanghai and Sydney
- “Go Further” can be viewed live or through replay in multiple languages at www.gofurtherlive.com. News releases, photos, video and graphics will be uploaded throughout the day at gofurther.fordmedia.eu. Click [here](#)¹ to see a video showing how Mustang has evolved over the years

COLOGNE, Germany, Dec. 2, 2013 – Ford Motor Company Executive Chairman Bill Ford will reveal the new Ford Mustang at a special “Go Further” event Dec. 5 in Barcelona.

Ford also will reveal two new vehicles and new technologies to a select audience of about 2,500 dealers, employees and media at the Forum and CCIB arena. Tens of thousands of others are expected to watch the “Go Further” event live online.

“The question we receive more than any other is ‘when will Ford bring the Mustang to Europe?’” said Stephen Odell, executive vice president, Ford of Europe, Middle East and Africa. “We’re very excited to have Bill Ford here to answer that question and show the stunning new Mustang that will be sold in Europe for the first time.”

Bill Ford will be joined at the “Go Further” event by Odell, Jim Farley, executive vice president, Ford Global Marketing, Sales and Service and Lincoln; and Barb Samardzich, chief operating officer, Ford of Europe.

Go Further will be available to watch live or through replay from 13:00 CET on Dec. 5 in multiple languages at www.gofurtherlive.com; news releases, photos, video and graphics will be available and constantly updated at gofurther.fordmedia.eu. Click [here](#)¹ to see a video showing how Mustang has evolved over the years.

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¹ <http://youtu.be/0BaPvs61yo0>

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately

67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 180,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit www.corporate.ford.com.